

Project Narrative

This proposal has two parts: to create a Downtown Overlay (DO) District and to place the Overlay on properties located in Downtown Scottsdale. The application will place the Downtown Overlay on all of the properties shown on the attached map.

The primary purpose of the Downtown Overlay is to create new opportunities for the development or expansion of properties that do not have (D) Downtown zoning. The Overlay also provides additional regulations for properties with and without Downtown zoning. Specific objectives of the Downtown Overlay include:

- Maintain a mixture of land uses to keep Downtown vital in the day and night
- Allow for more residents in Downtown
- Simplify parking regulations to ease the Downtown development process
- Provide incentives for expansions of smaller Downtown businesses
- Enhance the family friendly nature of Downtown by requiring greater oversight of potentially detrimental uses
- Assure consistent regulation of design and architecture throughout Downtown